

Overcoming Objections

The following are common objections to meeting to discuss a campaign. When you hear objections, try to uncover the motive behind the objection. Is the CEO trying to brush you off, or does he/she have a genuine concern underlying the objection? Tailor your close to suit the CEO's underlying motives.

DEFLECTION: TALK TO (MY ASSISTANT, HR DIRECTOR, OFFICE MANAGER, ETC)

I am sure you would have to make a final decision regarding the campaign anyway. I want to save your company the time and effort of meeting twice with me to discuss the same thing. Let's meet together with the (HR Dir., VP, etc) and we can figure this out all at once. Your endorsement would have a huge impact on the campaign and really make this a (Company) activity.

I AM TOO BUSY TO MEET WITH YOU

I definitely understand that. This is the least time-consuming and most effective way to help the community. We have volunteers that research and evaluate each of the services we support so that all you have to do is set a time and place for us to tell you about it. Even if you are not thinking of the community, this is the best free PR you can get. Why don't I save you some time and grab you coffee or lunch when I come?

I DON'T WANT TO PRESSURE EMPLOYEES

We don't want to pressure employees either! Giving is a personal decision. The beauty of the United Way campaign is that it supports so many needed services that employees can choose to support the community any way they want. We want employees to pledge because they care and they enjoy the campaign. Without a campaign, they won't know what services they can support.

THE CAMPAIGN SOUNDS LIKE TOO MUCH WORK

Over 150 companies—many of them very busy and productive—run United Way campaigns, so I know we can find a way to make it work. You would be surprised how much of the planning our staff can handle. The heart of the employee campaign is a 5-10 presentation, which you could hold during a regular staff meeting. All of the other events and ideas are up to you—they are great for team building but you can decide how important they are.

EMPLOYEES ARE TOO BUSY

I am glad to hear that your staff is so productive! We can work the United Way campaign into activities you already have, like regular staff meetings. No matter how busy you are, I am sure that you can fit 10 minutes per year to help the community. Through employee support, we multiply what employees pledge in 10 minutes to impact our community for the whole year. Especially since you're so busy, employees appreciate that you give them a few minutes to think about what matters for our community.

WE ARE SUPPORTING OTHER CHARITIES/WE DON'T WORK WITH ANY ONE PARTICULAR CHARITY

I'm glad to hear that you are supporting the community! We partner with over 80 agencies in SB County every year to make the biggest impact on our community. You can support a whole range of solutions for people in need. Studies have shown that most people need 4-5 services in tandem to change negative cycles like homelessness, drug abuse, or poor grades. By supporting services across SB County, we are bolstering the services and charities that you care about.

BAD IMPRESSION OR EXPERIENCE AT ANOTHER COMPANY

I'm sorry you had a bad experience. Would you tell me what it was? ...I want to show you how positive a United Way campaign. Just as one person can put the whole United Way campaign in a bad light, someone like you can turn it around and make the campaign fun and enjoyable for everyone involved. I would like to meet with you to see how we can make this right.